

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Currently Amended) A method for providing a targeted message to a user that is used to implement an interactive television application, comprising:

creating a message having associated targeting criteria at a first location;

distributing the message ~~to a plurality of~~ users along with the targeting criteria from the first location to a second location;

comparing the targeting ~~criterion~~ criteria to stored user information stored at the second location in response to receiving the message from the first location, wherein the comparing the targeting criteria is not in response to a request for the message; and

presenting the message to the user ~~for which~~ when the targeting ~~criterion~~ is criteria are satisfied.

2. (Currently Amended) The method defined in claim 1 ~~further comprising~~ wherein the distributing the message comprises distributing the message through a television distribution facility.

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3. (Currently Amended) The method defined in claim 1 ~~further comprising~~ wherein the distributing the message comprises distributing the message through the Internet.

4. (Currently Amended) The method defined in claim 1 ~~further comprising~~ wherein the distributing the message comprises distributing the message through the Internet and a television distribution facility.

5. (Currently Amended) The method defined in claim 1 ~~further comprising~~ wherein the presenting the message comprises presenting the message using a set-top box.

6. (Currently Amended) The method defined in claim 1 ~~further comprising~~ wherein the presenting the

message comprises presenting the message using a digital video recorder.

7. (Currently Amended) The method defined in claim 1 further comprising:

using the interactive television application to set a reminder based upon user input; and
Q 3 comparing the targeting ~~eriterion~~ criteria to stored user information relating to the reminder.

8. (Currently Amended) The method defined in claim 1 further comprising:

using the interactive television application to subscribe to a service based upon user input; and
comparing the targeting ~~eriterion~~ criteria to stored user information relating to the service.

9. (Currently Amended) The method defined in claim 1 further comprising:

using the interactive television application to set a favorite setting; and

comparing the targeting ~~eriterion~~ criteria to stored user information relating to the favorite setting.

10. (Currently Amended) The method defined in claim 1 further comprising:

using the interactive television application to set a parental control; and

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comparing the targeting ~~eriterion~~ criteria to stored user information relating to the parental control.

11. (Currently Amended) The method defined in claim 1 further comprising:

using the interactive television application to select content for recording; and

comparing the targeting ~~eriterion~~ criteria to stored user information relating to the content.

12. (Currently Amended) The method defined in claim 1 further comprising:

using the interactive television application to order a product; and

comparing the targeting ~~erriterion~~ criteria to stored user information relating to the product.

13. (Currently Amended) The method defined in claim 1 further comprising:

using the interactive television application to order a service; and

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comparing the targeting ~~erriterion~~ criteria to stored user information relating to the service.

14. (Currently Amended) The method defined in claim 1 ~~further comprising~~ wherein the comparing the targeting criteria comprises comparing the targeting ~~erriterion~~ criteria to stored user information that a television service provider has set.

15. (Currently Amended) The method defined in claim 1 ~~further comprising~~ wherein the creating the message comprises providing the message from an interactive television application provider.

16. (Currently Amended) The method defined in claim 1 ~~further comprising~~ wherein the creating the message comprises providing the message from a television service provider.

17. (Currently Amended) A system for providing a targeted message to a user that is used to implement an interactive television application, comprising:

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a first processor that creates a message having an associated targeting criterion criteria and that causes the message to be distributed along with the targeting criteria to a the user;

a second processor that compares the targeting criterion criteria with stored user information in response to receiving the message and not in response to a request for the message and that causes the message to be presented to the user for which the targeting criterion is criteria are satisfied.

18. (Original) The system defined in claim 17 wherein the first processor is part of a television distribution facility.

19. (Original) The system defined in claim 17 wherein the first processor also causes the message to be distributed through the Internet.

20. (Original) The system defined in claim 17 wherein the first processor is part of a television distribution facility and causes the message to be distributed through the Internet.

21. (Original) The system defined in claim 17 wherein the second processor is part of a set-top box.

22. (Original) The system defined in claim 17 wherein the second processor is part of a digital video recorder.

23. (Currently Amended) The system defined in claim 17 wherein the second processor also sets a reminder based upon user input and compares the targeting ~~criterion~~ criteria to stored user information relating to the reminder.

24. (Currently Amended) The system defined in claim 17 wherein the second processor also subscribes to a service based upon user input and compares the targeting ~~erriterion~~ criteria to stored user information relating to the service.

25. (Currently Amended) The system defined in claim 17 wherein the second processor also sets a favorites setting based upon user input and compares the targeting ~~erriterion~~ criteria to stored user information relating to the favorites setting.

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26. (Currently Amended) The system defined in claim 17 wherein the second processor also sets a parental control based upon user input and compares the targeting ~~erriterion~~ criteria to stored user information relating to the parental control.

27. (Currently Amended) The system defined in claim 17 wherein the second processor also selects content for recording based upon user input and compares the targeting ~~criterion~~ criteria to stored user information relating to the content.

28. (Currently Amended) The system defined in claim 17 wherein the second processor also orders a product based upon user input and compares the targeting ~~criterion~~ criteria to stored user information relating to the product.

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29. (Currently Amended) The system defined in claim 17 wherein the second processor also orders a service based upon user input and compares the targeting ~~criterion~~ criteria to stored user information relating to the service.

30. (Currently Amended) The system defined in claim 17 wherein the second processor also compares the targeting ~~criterion~~ criteria to stored user information that a television service provider has set.

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31. (Original) The system defined in claim 17
wherein the first processor is part of an interactive
television application provider.

32. (Original) The system defined in claim 17
wherein the first processor is part of a television service
provider.
